

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u> 570554 /		<u>Alt Order #</u> 09802425
<u>Product</u> 60+ ASSOCIATION		
<u>Contract Dates</u> 08/24/12 - 08/30/12		<u>Estimate #</u> 1961
<u>Advertiser</u> 60 Plus Association		<u>Original Date / Revision</u> 08/23/12 / 08/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Mentzer Media
600 Fairmount Avenue
Suite 306
Towson, MD 21286

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	08/25/12	08/25/12	Sa 6p News	6-630p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$400.00			
N 2	6	08/25/12	08/25/12	Sa 10p-1035p	10p-1035p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$1,000.00			
N 3	6	08/26/12	08/26/12	Su 7a-8a	7a-8a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$250.00			
N 4	6	08/26/12	08/26/12	Su 5p News	5-530p		:30			NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$435.00			
N 5	6	08/26/12	08/26/12	Su 9p-930p	9p-930p		:30			NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$1,150.00			
N 6	6	08/26/12	08/26/12	Su 930p-10p	930p-10p		:30			NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$1,150.00			
N 7	6	08/27/12	08/30/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWT---				3	\$315.00			
N 8	6	08/27/12	08/30/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWT---				3	\$350.00			
N 9	6	08/27/12	08/30/12	M-F 5p-530p	5p-530p		:30			NM	3	\$1,845.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWT---				3	\$615.00			
Totals											15	\$8,225.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	6	\$4,385.00	\$3,727.25
08/27/12 - 08/30/12	9	\$3,840.00	\$3,264.00
Totals	15	\$8,225.00	\$6,991.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> 60 Plus Association		<u>Original Date / Revision</u> 08/23/12 / 08/23/12

Signature: _____ Date: _____

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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

60 Plus Association

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

11-8-11 *James L. Martin* 703-807-2070
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

 Signature Printed Name Title



Client Information Request Form
Issue

Advertiser Group Name: 60 Plus Association

Address: 515 King Street Suite 315

City, State & Zip Code: Alexandria, VA 22314

Phone: 703-807-2070

Fax: 703-807-2073

Executive Director or President Amy Frederick (President)

Group Treasurer James L. Martin (Chairman)

AUG-22-2012 23:20

P.01/01

Vend: TO: Millennium TI-TV

NO. 4060 P. 1/1 80013

Check Date: 08/23/2012

Number	Date	Reference	Description	Tax	Amount
4020 M60PS			60PLUS M60PS TV 8/24-30		\$6,991.25
				Total Amount	\$6,991.25
				Discount Total	\$0.00
				Check Amount	\$6,991.25

THIS CHECK IS VOID WITHOUT PURPLE BACKGROUND AND A WATERMARK. HOLD UP TO THE LIGHT TO VERIFY.

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21286

M & T Bank
32 York Road
Towson, MD 21204
7-141520

80013

DATE: 08/23/2012

AMOUNT: \$6,991.25

PAY TO THE ORDER OF: ONLY \$6,991.25

Six Thousand Nine Hundred Ninety One and 25/100

TO THE ORDER OF: WITH TV

B. E. Mentzer

CHECK IS PRINTED ON SECURITY PAPER WHICH INCLUDES A MICROPRINT BORDER & FLUORESCENT FIBERS

80013 052000113 9841868970